

Vorwerk Folletto SaS di Vorwerk Management Srl in Retailing (Italy)

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Abstracts

Vorwerk is determined to remain category leader in home appliances sold through direct sales in Italy. In 2013, the company celebrated its 75th anniversary of direct sales in Italy, which is characterised by over 4,000 sales agents. In January 2013, the company opened its first store operation in Italy called “Vorwerk Point”, which aims to provide assistance and spare parts to its customer base. The store is located in Turin (Northwest of Italy). It also provides the following services: home...

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